

**What are users' priorities for developing Geodemographics across Europe?**

(A summary of the main priorities that emerged during the Panel Session, chaired by Keith Dugmore, Demographic Decisions)

**Statistics**

The following would enable better comparisons, and the creation of better geodemographic classifications (either for each country, or pan-Europe):

- Greater consistency of statistics – topics, and definitions (e.g. “child”) – across the UK and rest of Europe.
- Users’ topic priorities: population by age, household counts, status, income.
- Statistics for small areas (NUTS5 / LAU2 / Wards, or smaller) from the 2011 Censuses.

**Action: Eurostat**

**Map data & address referencing**

- Boundary data for 2011 small areas (NUTS5 / LAU2 / Wards, or smaller)
- Map background, & road networks (for drive times)

**Action: INSPIRE Directive / each member government**

- National address files to be georeferenced (e.g. using postcodes if they exist), to enable customer records to be related to area statistics.

**Action: INSPIRE / governments / commercial firms?**

**Access to the data**

- Users are seeking easy access to such data, for example downloading from the Web, and, not surprisingly, would like all or most of it to be free at the point of delivery.